

# Art and Design Program

## Purpose Statement

The McPherson College art and design department provides 1) high-quality art instruction within the content areas of art production, art history, art criticism, and aesthetic inquiry, 2) unique art programs within the art and design major, including graphic design, graphic design marketing, graphic design photography, studio arts, art teaching licensure, as well as two hybrid majors: digital media with an emphasis in visual design and auto restoration design in conjunction with the technology department, and 3) venues for the fulfillment of academic and professional goals of students pursuing a visual arts-related career within a liberal arts context and an entrepreneurial environment at a small private college in Kansas.

## Goals

The four primary goals of the art and design department are to produce graduates who can 1) effectively execute and perform a variety of art skills with sensitivity and intelligence, 2) communicate the ability to analyze and critique works of art, 3) relate the creative process to life in personally meaningful ways, and 4) apply skills and knowledge to arts-related opportunities and professions. The Art and Design department achieves these goals when graduates can:

- demonstrate knowledge of art elements and design principles;
- demonstrate performance in a variety of traditional and contemporary art media;
- demonstrate abilities to analyze and critique works of art in verbal and written form;
- demonstrate meaningful connections of art to life through the development of perceptual skills;
- research, identify, and interpret Western and non- Western cultural contributions to art;
- understand the qualities and the mentality needed to be a working, active artist and/or arts-related professional;
- meet State Department of Education standards for certification in the area of art for those pursuing art teaching licensure;
- demonstrate knowledge and skills with emerging technologies, both hardware and software, needed for opportunities and/or careers in the field of graphic design.

The Art and Design department's curriculum is designed to meet the needs of students who want to 1) develop their artistic skills and refine their aesthetic values, 2) plan for careers as artists, graphic designers, or for employment in arts-related positions, 3) teach art in the public schools, and 4) further their education in graduate school.

## Art and Design Major: Graphic Design Emphasis

**Requirements:** 61 hours

- G-AR 101** Drawing I (2 hours)
- G-AR 102** Painting I (3 hours)
- AR 103** Elementary Design (3 hours)
- AR 130** Design Software I (2 hours)
- AR 203** Photography I (2 hours)
- AR 205** Video Editing & Production (2 hours)
- AR 210** Drawing II: Figure Drawing (2 hours)
- AR 230** Graphic Design I (3 hours)
- AR 235** Graphic Design II (3 hours)
- AR 303** Photography II (3 hours)
- G-AR 310** Art History I (4 hours)
- G-AR 311** Art History II (4 hours)
- AR 312** Themes in Contemporary Art (3 hours)
- AR 320** Typography and Logo Branding (2 hours)
- AR 330** Graphic Design III (3 hours)
- AR 335** Design Software II (3 hours)
- AR 340** Web Design I (3 hours)
- AR 345** Art as Community & Social Practice (2 hours)
- G-AR 350** Sculpture I (3 hours)
- AR 375** Junior Seminar (2 hours)
- AR 440** Web Design II (3 hours)
- AR 470** Senior Show: Digital Design (1 hour)
- AR 475G** Graphic Design IV (3 hours)

### Suggested Supporting Courses

- AR 202** Painting II (2 hours)
- CM 210** Podcasting: Audio/Video Production (3 hours)

- BA 327** Consumer Behavior (3 hours)
- BA 360** Marketing Research (3 hours)
- AR 388** Internship in Graphic Design (3 hours)

Majors in the graphic design emphasis are required to produce a senior exhibition during the spring semester of their senior year.

## Art and Design Major: Graphic Design Photography Emphasis

**Requirements:** 61 hours

- G-AR 101** Drawing I (2 hours)
- G-AR 102** Painting I (3 hours)
- AR 103** Elementary Design (3 hours)
- AR 130** Design Software I (2 hours)
- AR 203** Photography I (2 hours)
- AR 205** Video Editing & Production (2 hours)
- AR 210** Drawing II (2 hours)
- AR 230** Graphic Design I (3 hours)
- AR 235** Graphic Design II (3 hours)
- AR 303** Photography II (3 hours)
- G-AR 311** Art History II (4 hours)
- AR 320** Typography and Logo Branding (2 hours)
- AR 323** Analog Photography (3 hours)
- AR 330** Graphic Design III (3 hours)
- AR 333** Commercial Photography I (3 hours)
- AR 335** Design Software II (3 hours)
- AR 340** Web Design I (3 hours)
- AR 345** Art as Community & Social Practice (2 hours)
- G-AR 350** Sculpture I (3 hours)
- AR 375** Junior Seminar (2 hours)
- AR 450** Web Design II (3 hours)
- AR 403** Photography Portfolio Development (1 hour)
- AR 470** Senior Show: Digital Design (1 hour)
- AR 475G** Graphic Design IV (3 hours)

### Suggested Supporting Courses

- AR 202** Painting II (2 hours)
- CM 210** Podcasting: Audio/Video Production (3 hours)
- BA 327** Consumer Behavior (3 hours)
- BA 360** Marketing Research (3 hours)
- AR 388** Internship in Graphic Design (3 hours)

Majors in the graphic design photography emphasis are required to produce a senior exhibition during the spring semester of their senior year.

## Art and Design Major: Graphic Design Marketing Emphasis

**Requirements:** 72 combined hours: 41 hours art + 31 hours business

- G-AR 101** Drawing I (2 hours)
- G-AR 102** Painting I (3 hours)
- AR 103** Elementary Design (3 hours)
- AR 130** Design Software I (2 hours)
- AR 203** Photography I (2 hours)
- AR 230** Graphic Design I (3 hours)
- AR 235** Graphic Design II (3 hours)
- G-AR 311** Art History II (4 hours)
- AR 330** Graphic Design III (3 hours)
- AR 335** Design Software II (3 hours)
- AR 340** Web Design I (3 hours)
- G-AR 350** Sculpture I (3 hours)
- AR 440** Web Design II (3 hours)
- AR 470** Senior Show: Digital Design (1 hour)
- AR 475** Graphic Design IV (3 hours)
- G-BA 130** Principles of Business Management (3 hours)

- EC 202** Survey of Economics (3 hours)
- AC 202** Survey of Accounting (3 hours)
- BA 315** Business Law (3 hours)
- BA 321** Marketing (3 hours)
- BA 322** Advertising and Promotion (3 hours)
- BA 327** Consumer Behavior (3 hours)
- BA 360** Marketing Research (3 hours)

### **Suggested Supporting Courses**

- AR 205** Video Editing & Production (2 hours)
- AR 305** Typography and Logo Branding (2 hours)
- AR 303** Photography II (3 hours)

Majors in the graphic design marketing emphasis are required to produce a senior exhibition during the spring semester of their senior year.

## **Art and Design Major: Studio Arts Emphasis**

**Requirements:** 52 required hours

- G-AR 101** Drawing I (2 hours)
- G-AR 102** Painting I (3 hours)
- AR 103** Elementary Design (3 hours)
- G-AR 131** Ceramics I (3 hours)
- AR 130** Design Software I (2 hours)
- AR 202** Painting II (2 hours)
- AR 203** Photography I (2 hours)
- AR 210** Drawing II: Figure Drawing (2 hours)
- AR 230** Graphic Design I (3 hours)
- AR 231** Ceramics II (2 hours)
- AR 303** Photography II (3 hours)
- G-AR 310** Art History I (4 hours)
- G-AR 311** Art History II (4 hours)
- AR 312** Themes in Contemporary Art (3 hours)
- AR 315** Metalsmithing and Jewelry Making (3 hours)
- AR 345** Art as Community & Social Practice (2 hours)
- G-AR 350** Sculpture I (3 hours)
- AR 375** Junior Seminar (2 hours)
- AR 475A** Senior Show: Studio Arts (3 hours-2 hours in fall, 1 hour in spring)

### **Suggested Supporting Courses**

- AR 235** Graphic Design II (3 hours)
- AR 323** Analog Photography (3 hours)
- AR 335** Design Software II (3 hours)
- AR 340** Web Design I (3 hours)

Majors in the studio arts emphasis are required to produce a senior exhibition during the spring semester of their senior year.

## **Digital Media: Visual Design Emphasis**

(See also Digital Media: Communication emphasis in the Communication Program section in this catalog.)

**Requirements:** 25 credit hours of digital media core courses and 27 credit hours of visual design emphasis.

- AR 130** Design Software I (2 hours)
- AR 205** Video Editing & Production (2 hours)
- AR 230** Graphic Design I (3 hours)
- CM 330** Persuasion and Social Influence (3 hours)
- AR 335** Design Software II (3 hours)
- AR 340/CM 340** Web Design I (3 hours)
- CM 360** Videography I
- CM 410** Videography II (3 hours)
- AR 450/CM 440** Web Design II (3 hours)

- AR 103** Elementary Design (3 hours)

**AR 203** Photography I (2 hours)  
**AR 235** Graphic Design II (3 hours)  
**AR 260** UX/UI Prototyping (2 hours)  
**AR 265** UX/UI Application (2 hours)  
**AR 303** Photography II (3 hours)  
**AR 320** Typography & Logo Branding (2 hours)  
**AR 330** Graphic Design III (3 hours)  
**AR 333** Commercial Photography I (3 hours)  
**AR 375** Junior Seminar (2 hours)  
**AR 475G** Graphic Design IV (3 hours)  
**AR 470** Senior Show: Digital Design (1 hour)

#### **Suggested Supporting Courses**

**BA 221** Marketing (3 hours)  
**BA 322** Advertising and Promotion (3 hours)  
**BA 327** Consumer Behavior (3 hours)  
**BA 427** Marketing Research (3 hours)  
**ET 101** Creativity and Innovation (3 hours)

Majors in the digital media visual design emphasis are required to produce a senior exhibition during the spring semester of their senior year.

## **Art and Design Major: Licensure emphasis for teaching Art in the Public Schools (PK-12)**

**Requirements:** 55 required hours. In addition to the required courses in the Art and Design department, licensure art majors complete 44 hours in professional education requirements through the Curriculum and Instruction department.

**G-AR 101** Drawing I (2 hours)  
**G-AR 102** Painting I (3 hours)  
**AR 103** Elementary Design (3 hours)  
**AR 130** Design Software I (2 hours)  
**G-AR 131** Ceramics I (3 hours)  
**AR 202** Painting II (2 hours)  
**AR 203** Photography I (2 hours)  
**AR 210** Drawing II: Figure Drawing (2 hours)  
**AR 230** Graphic Design I (3 hours)  
**AR 231** Ceramics II (2 hours)  
**AR 303** Photography II (3 hours)  
**G-AR 310** Art History I (4 hours)  
**G-AR 311** Art History II (4 hours)  
**AR 312** Themes in Contemporary Art (3 hours)  
**AR 315** Metalsmithing and Jewelry Making (3 hours)  
**AR 345** Art as Community & Social Practice (2 hours)  
**G-AR 350** Sculpture I (3 hours)  
**AR 358/EE 301** Elementary Art Methods (2 hours)  
**AR 375** Junior Seminar (2 hours)  
**AR 401/CI 401** Secondary Art Methods (2 hours)  
**AR 475A** Senior Show: Studio Arts (3 hours-2 hours in fall, 1 hour in spring)

Majors in the licensure emphasis are required to produce a senior exhibition during the spring semester of their senior year.

## **Graphic Design Minor**

**Requirements:** 21 required hours

**G-AR 220** Graphic Design for Non-Art Majors (3 hours)  
**AR 235** Graphic Design II (3 hours)  
**AR 320** Typography & Logo Branding (3 hours)  
**AR 330** Graphic Design III (3 hours)  
**AR 335** Design Software II (3 hours)  
**AR 340** Web Design I (3 hours)  
**AR 475G** Graphic Design IV (3 hours)

## Studio Arts Minor

A minor in art and design may be earned by completing 18 credit hours from four course categories: 1) two foundation courses for seven credit hours, 2) four credit hours in two-dimensional courses, 3) five credit hours in three-dimensional courses, and 4) three credit hours in graphic design.

### Foundation Courses: 7 hours total

Choose two of the following courses:

**G-AR 310** Art History I, OR

**G-AR 311** Art History II, OR

**AR 312** Themes in Contemporary Art (3 hours)

**AR 103** Elementary Design (3 hours)

### Two-dimensional Courses: choose 4 hours total

**G-AR 101** Drawing I (2 hours)

**G-AR 102** Painting I (3 hours)

**AR 202** Painting II (2 hours)

**AR 203** Photography I (2 hours)

**AR 210** Drawing II (2 hours)

### Three-dimensional Courses: choose 4 hours total

**G-AR 131** Ceramics I (3 hours)

**AR 231** Ceramics II (2 hours)

**AR 315** Metalsmithing and Jewelry Making (3 hours)

**G-AR 350** Sculpture I (3 hours)

### Graphic Design Course: 3 hours

**G-AR 220** Graphic Design for Non-Art Majors (3 hours)